

Planning Commission Report

Meeting Date: May 13, 2024

From: Isaak Simmers, Planner *IS*

Location: 17700 Wild Horse Creek Road

Description: **Chesterfield Elementary School and Park (17700 WHCR):** A sign package for an Electronic Message Center for a 22.37-acre tract of land located on the south side of Wild Horse Creek Road, west of Greystone Manor Parkway (Ward 4).

PROPOSAL SUMMARY

Image 360 Sign Company, on behalf of R-6 School District, has submitted a request for a new comprehensive sign package to allow an Electronic Message Center (EMC) for a 22.37-acre tract of land located on the south side of Wild Horse Creek Road known as Chesterfield Elementary School.

SITE HISTORY

The subject site was zoned “NU” Non-urban District prior to the incorporation of the City of Chesterfield. The site is currently split zoned between “NU” Non-Urban and “R1” Residence District. The site development plan has since been amended twice. They expanded their parking area in 2010 and had a Boundary Adjustment Plat approved via Ordinance 2636 in 2011.



Figure 1: Subject Site

STAFF ANALYSIS

Chesterfield Elementary is one of the City of Chesterfield’s public schools. They have stated in their narrative that the school is continually looking to improve their campus and engage more with the community. They claim their existing sign is cumbersome and difficult to update. The existing sign is not lit, and the school claims the existing sign cannot effectively provide information to their community about upcoming events and notable dates. The request is to update the sign by installing an EMC display with an accompanying school mascot graphic and school name, see figure 3. Per Code, the maximum allowed sign area should not exceed fifty (50) square feet per side and the freestanding sign should not exceed the maximum allowed height of six (6) feet. The proposed EMC display will have a total area of thirty-six (36) square feet, with eighteen (18) square feet per side, and the total height of the sign will be six (6) feet.

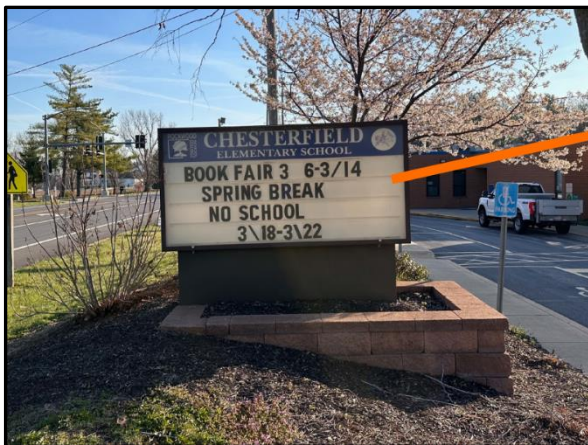


Figure 2: Existing Sign

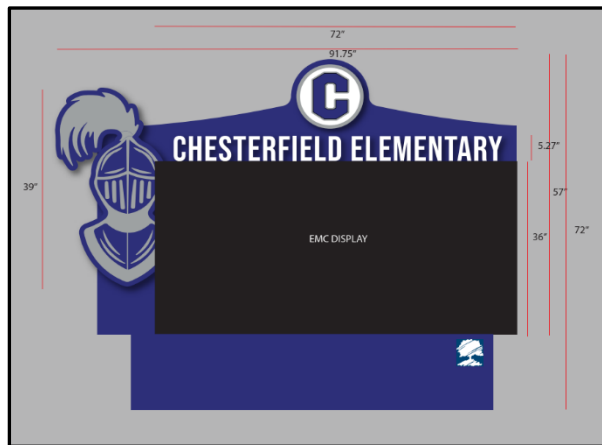


Figure 3: Proposed EMC

LANDSCAPING

Per code, landscaping shall be provided for all freestanding monument signs. The proposed EMC will utilize the existing stone brick landscape foundation. The applicant will confirm landscaping to be added to the brick foundation prior to approval of the MZA. No additional landscape modifications are proposed for the site.

SIGN PACKAGE

The proposed sign package is to permit one freestanding electronic message center with a maximum height of six feet (6'), and the maximum allowed sign area shall not exceed fifty (50) square feet. The UDC also provides additional submittal requirements noted in Subsection (D)(4), listed below. The applicant will comply with each of these requirements:

- i) **Duration Of Image Display.** Each image displayed shall have a minimum duration of thirty (30) minutes;

- ii) **Presentation.** The image shall be a static display. No portion of the image shall flash, scintillate, fade in or fade out, scroll, twirl, change color, or in any manner imitate movement. No motion imagery, special effect to imitate movement, or presentation of graphics displayed in a progression of frames that give the illusion of motion shall be permitted;
- iii) **Transition.** When the image or any portion thereof changes, the change sequence shall only be accomplished by means of instantaneous re-pixelization;
- iv) **Dimmer Control.** The electronic message center shall be equipped with an automatic dimmer control to automatically produce a distinct illumination change from a higher illumination level to a lower level according to ambient light conditions and for the time period between sundown and sunrise;
- v) **Brightness.** The electronic message center shall not exceed a maximum of seven thousand (7,000) nits (candelas per square meter) during daylight hours and a maximum illumination of six hundred (600) nits (candelas per square meter) between sundown and sunrise measured from the sign's face at maximum brightness;
- vi) **Fluctuating Or Flashing Illumination.** No portion of the electronic message center may fluctuate in light intensity or use intermittent, strobe or moving light or light that changes in intensity in sudden transitory bursts, streams, zooms, twinkles, sparkles or that in any manner creates the illusion of movement;
- vii) **Malfunction And Non-Compliance.** In the case of malfunction, digitally-illuminated signs are required to contain a default design to freeze the sign message in one (1) position;
- viii) **Resolution And Pixel Spacing.** The electronic message center shall not have a pixel pitch larger than sixteen (16) millimeters (mm);
- ix) **Angle.** When the interior angle formed by the faces of a V-shaped sign is less than one hundred eighty degrees (180°), both faces of the sign must display the same image.

STAFF RECOMMENDATION

Staff has reviewed the sign package request and found that it meets the requirements set by the Unified Development Code of the City of Chesterfield to be presented to the Planning Commission for a vote. Staff has no further comments and recommends action.

MOTION

The following options are provided to the Planning Commission for Consideration relative to the application:

1. "I move to approve (or deny) the Chesterfield Elementary School and Park 2024 Sign Package."
2. "I move to approve the Chesterfield Elementary School and Park 2024 Sign Package with the following conditions..." (Conditions may be added, eliminated or modified).

Attachments:

1. Sign Regulations
2. Native Statement
3. Applicant Submittal

SIGN REGULATIONS

All signage within the development shall be in conformance with the Comprehensive Sign Package.

All tenants, businesses, owners within the development shall receive a copy of the Comprehensive Sign Package from the owner at the time of lease/sale.

Any signage not specifically identified in the Comprehensive Sign Package shall conform to the City of Chesterfield Sign Code.

Chesterfield Elementary School (17700 Wild Horse Creek Road)– As depicted on Exhibit A

1) SIGNS – FREESTANDING

A. ONE FREESTANDING SIGN PERMITTED

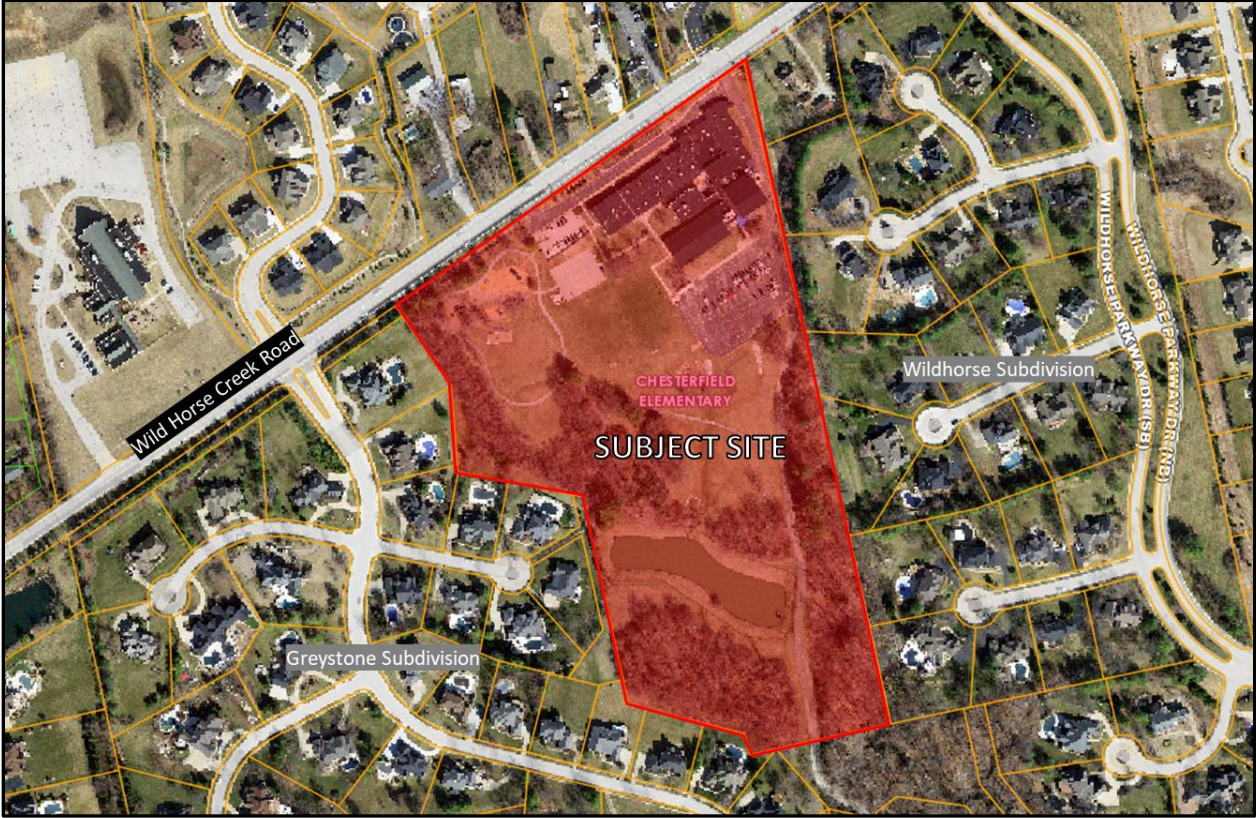
- a) Permitted the use of one electronic message center
- b) Maximum height shall be limited to six feet three inches (6') above the average existing finished grade, or the elevation of the adjacent street, whichever is higher.
- c) Maximum allowed sign area per face shall not exceed fifty (50) square feet.
- d) In addition to submittal requirements noted in Subsection (D)(4), any request for an electronic message center shall comply with the following:
 - i) Duration Of Image Display. Each image displayed shall have a minimum duration of thirty (30) minutes.
 - ii) Presentation. The image shall be a static display. No portion of the image shall flash, scintillate, fade in or fade out, scroll, twirl, change color, or in any manner imitate movement. No motion imagery, special effect to imitate movement, or presentation of graphics displayed in a progression of frames that give the illusion of motion shall be permitted.
 - iii) Transition. When the image or any portion thereof changes, the change sequence shall only be accomplished by means of instantaneous re-pixelization.
 - iv) Dimmer Control. The electronic message center shall be equipped with an automatic dimmer control to automatically produce a distinct illumination change from a higher illumination level to a lower level according to ambient light conditions and for the time period between sundown and sunrise.

Chesterfield Elementary School (17700 WHCR) - 2024 Sign Package
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- v) Brightness. The electronic message center shall not exceed a maximum of seven thousand (7,000) nits (candelas per square meter) during daylight hours and a maximum illumination of six hundred (600) nits (candelas per square meter) between sundown and sunrise measured from the sign's face at maximum brightness.
- vi) Fluctuating Or Flashing Illumination. No portion of the electronic message center may fluctuate in light intensity or use intermittent, strobe or moving light or light that changes in intensity in sudden transitory bursts, streams, zooms, twinkles, sparkles or that in any manner creates the illusion of movement.
- vii) Malfunction And Non-Compliance. In the case of malfunction, digitally-illuminated signs are required to contain a default design to freeze the sign message in one (1) position.
- viii) Resolution And Pixel Spacing. The electronic message center shall not have a pixel pitch larger than sixteen (16) millimeters (mm).
- ix) Angle. When the interior angle formed by the faces of a V-shaped sign is less than one hundred eighty degrees (180°), both faces of the sign must display the same image.

2) This Document shall be read as a whole and any inconsistency to be integrated to carry out the overall intent of the document.

EXHIBIT A



March 5, 2024

Isaak Simmers
City of Chesterfield
690 Chesterfield Parkway West
Chesterfield, MO 63017

Chesterfield Elementary is a suburban public school located 25 miles west of St. Louis, Missouri.

We strive to be a beacon of excellence in education and a place where students thrive academically, socially, and personally. Our school stands out as a great place to learn and achieve due to several key factors that foster a nurturing and inspiring environment for all learners.

At Chesterfield, we pride ourselves on our exceptional faculty who are not only highly qualified in their respective fields but also dedicated mentors committed to bringing out the best in each student. Our student-centered approach ensures that we stay dedicated to our mission statement: We do whatever it takes to ensure all students realize their potential.

Academic excellence is at the core of our mission. We offer a rigorous and comprehensive curriculum that empowers students with critical thinking, problem-solving, and creativity. Beyond academics, we prioritize creating a safe and inclusive space where students feel valued, respected, and encouraged to embrace diversity. Community involvement and social responsibility are ingrained in our ethos. Through community service initiatives and partnerships, our students learn the importance of giving back and making a positive impact in society.

Lastly, our track record of academic achievements, community involvement, and success stories of alumni testify to the effectiveness of our educational approach. Chesterfield Elementary truly stands as a great place to learn and achieve, empowering the leaders and innovators of tomorrow. We are honored to be named a three-time National Blue Ribbon School and we look forward to continuing to share our story. Great things happen at Chesterfield Elementary.

We are continually looking to improve our school and become more engaged with our community. Our current signage is cumbersome, difficult to update, does not light, and doesn't provide the information to our community about upcoming events and notable dates. We, therefore, would like to update our signage with a new sign, installed in the same location, that includes an EMC display, our school mascot, and our school name.

We decided to utilize a high resolution display so we can convey a single static thought-out message. Our intention is to never have moving or flashing graphics. This display also has the ability to adjust brightness as well as daytime/nighttime adjustments.

We feel that updating our signage will not only put a fresh face on the school, but provide vital information to the community. We are applying under the comprehensive plan so the commission can approve our improved sign.

Thank you,

A handwritten signature in black ink, appearing to read "Tara Black", written in a cursive style.

Tara Black
Chesterfield Elementary

CLIENT
Chesterfield Elementary

PROJECT NAME
EMC Sign

PROJECT ADDRESS
17700 Wildhorse Creek Rd.63005

DETAILS

OVERALL SIZE
91.75x72 (Sign: 91.75x57)

SQ. FT.
36.32 per side

QUANTITY
1

MATERIAL/SUBSTRATE
6'x3' EMC Display
Sign is Double Sided
10MM Pitch Display

COLORS

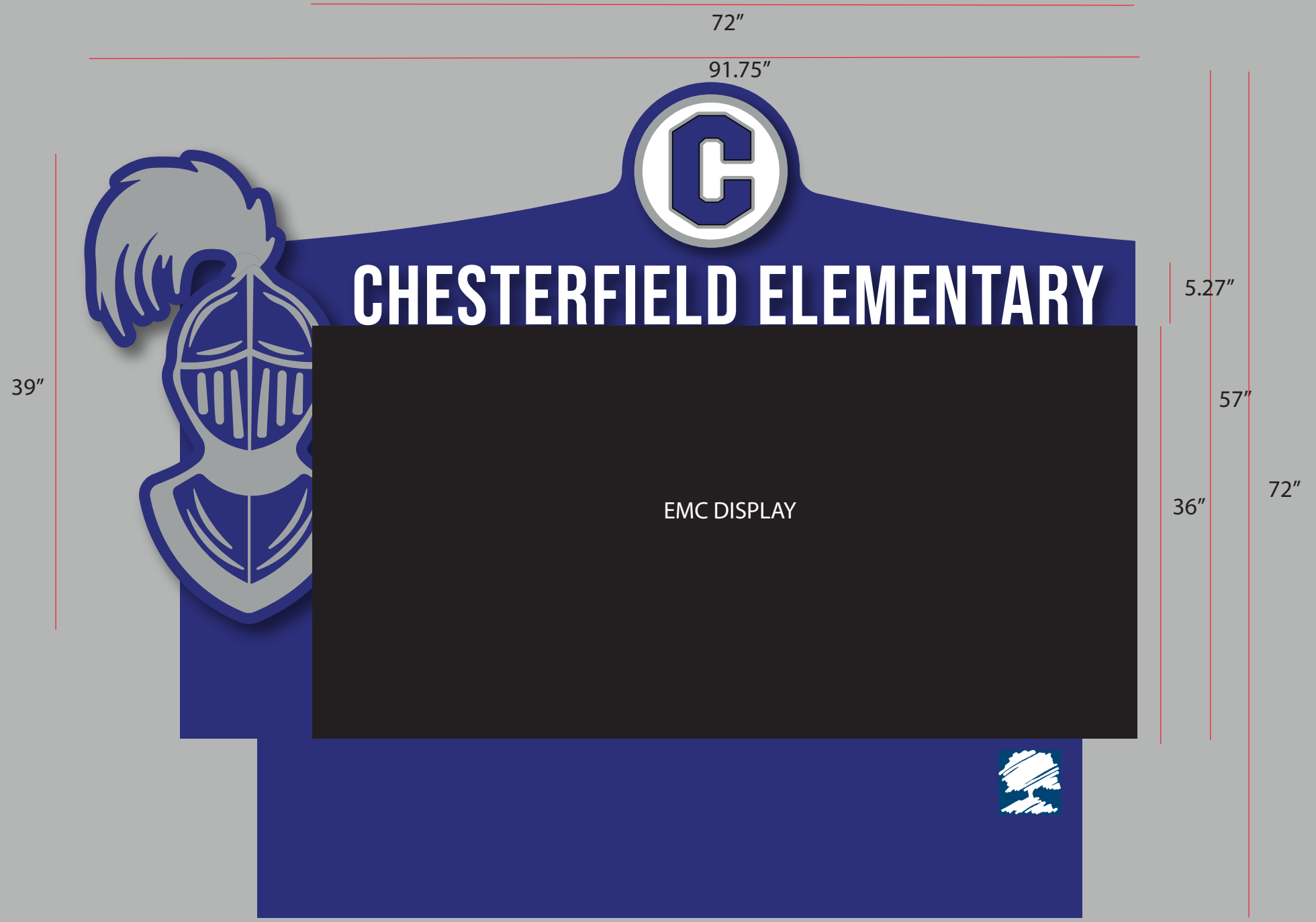


PMS XXXX
 C 100 M 98
 Y 19 K 7
 #XXXXXX



PMS XXXX
 C 41 M 31
 Y 32K 00
 #XXXXXX

INTERNAL NOTES



PLACEMENT MOCKUP & SQ. FT. SPECS

CLIENT
Chesterfield Elementary

PROJECT NAME
EMC Sign

PROJECT ADDRESS
17700 Wildhorse Creek Rd.63005

DETAILS

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SQ. FT.
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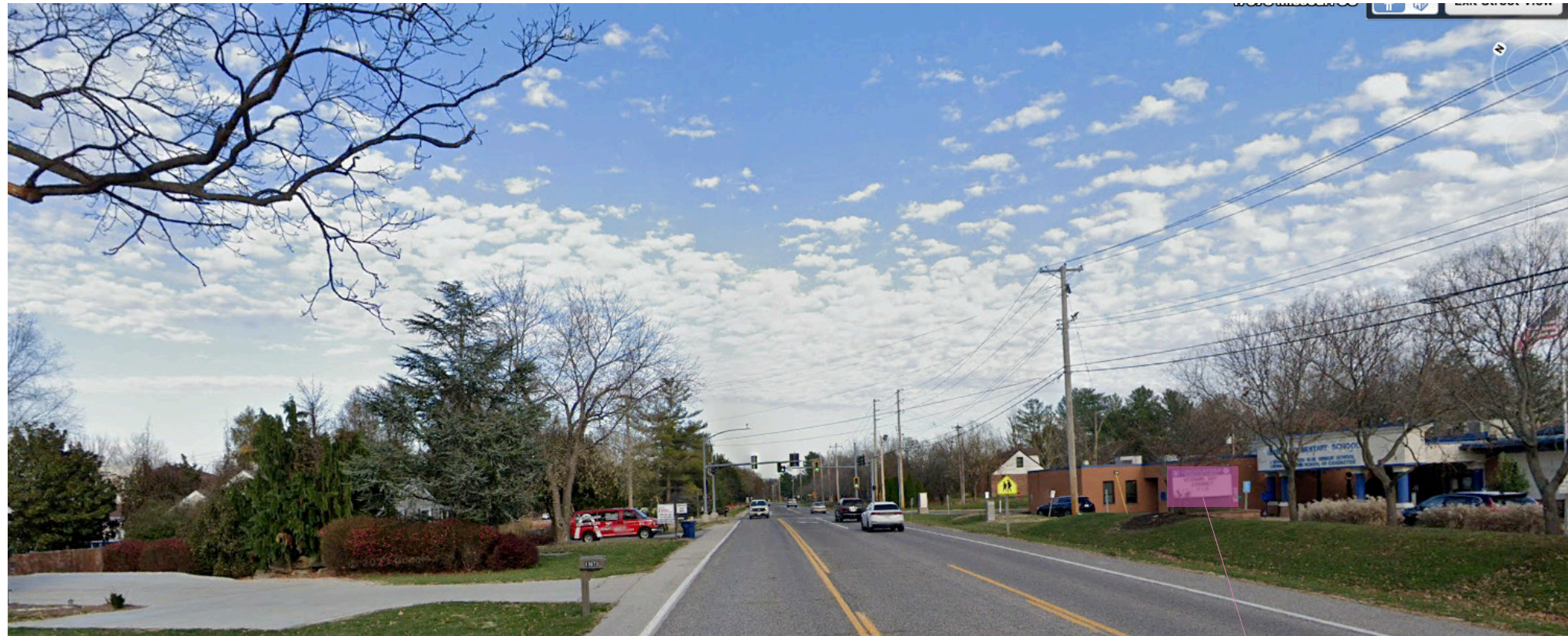
QUANTITY
1

MATERIAL/SUBSTRATE
6'x3' EMC Display
Sign is Double Sided
10MM Pitch Display

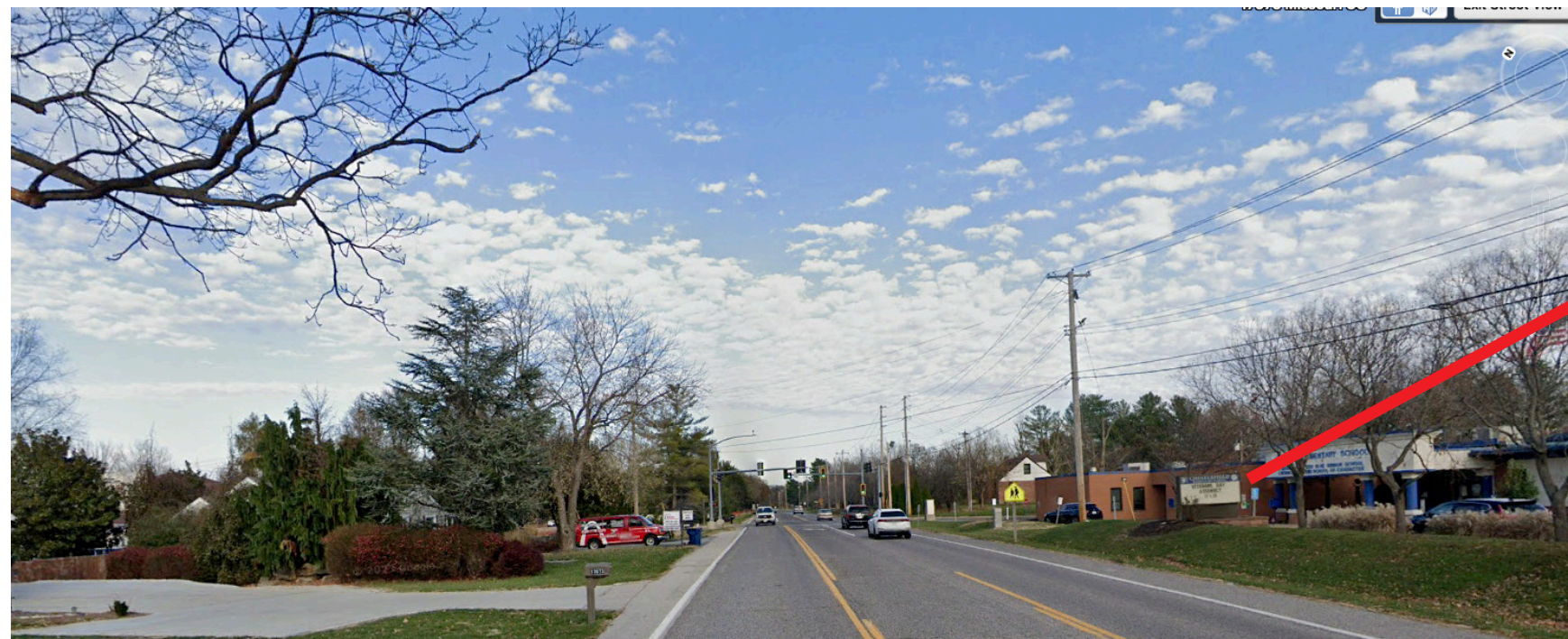
COLORS

		
PMS XXXX C 00 M 00 Y 00 K 00 #XXXXXX	PMS XXXX C 00 M 00 Y 00 K 00 #XXXXXX	PMS XXXX C 00 M 00 Y 00 K 00 #XXXXXX

INTERNAL NOTES



Placement: Same spot as existing signage. We would remove the existing sign and replace it with the new sign. **SIGN LOCATION**



existing sign
 Measurements of existing
 is 96"x72"

SIGNAGE TYPE / DETAILS



Sign Location

Sign to be installed onto the existing post. EMC Display will be 6'x3', double sided, 10MM pitch. Display brightness is controllable.

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Chesterfield Elementary

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EMC Sign

PROJECT ADDRESS
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6'x3' EMC Display
Sign is Double Sided
10MM Pitch Display

COLORS



PMS XXXX	PMS XXXX	PMS XXXX
C 00 M 00	C 00 M 00	C 00 M 00
Y 00 K 00	Y 00 K 00	Y 00 K 00
#XXXXXX	#XXXXXX	#XXXXXX

INTERNAL NOTES

SIGN BREAKDOWN / DETAILS



Existing Signage approx. 320"x55"



Existing Sign: 96"x72"
 Double Sided

CLIENT
Chesterfield Elementary

PROJECT NAME
EMC Sign

PROJECT ADDRESS
17700 Wildhorse Creek Rd.63005

DETAILS


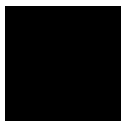

OVERALL SIZE
91.75x72 (Sign: 91.75x57)

SQ. FT.
36.32 per side

1

MATERIAL/SUBSTRATE
6'x3' EMC Display
Sign is Double Sided
10MM Pitch Display

COLORS

		
PMS XXXX C 00 M 00 Y 00 K 00 #XXXXXX	PMS XXXX C 00 M 00 Y 00 K 00 #XXXXXX	PMS XXXX C 00 M 00 Y 00 K 00 #XXXXXX

INTERNAL NOTES

SIGN BREAKDOWN / DETAILS

Existing Sign Location/Location of new sign



CLIENT
Chesterfield Elementary

PROJECT NAME
EMC Sign

PROJECT ADDRESS
17700 Wildhorse Creek Rd. 63005

DETAILS




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MATERIAL/SUBSTRATE
**6'x3' EMC Display
 Sign is Double Sided
 10MM Pitch Display**

COLORS

		
PMS XXXX C 00 M 00 Y 00 K 00 #XXXXXX	PMS XXXX C 00 M 00 Y 00 K 00 #XXXXXX	PMS XXXX C 00 M 00 Y 00 K 00 #XXXXXX

INTERNAL NOTES